

Ugliest School Crossing Sign

- ⇒ Take pictures of the beat up, worn, tattered or otherwise just plain ugly school crossing signs at your school
- ⇒ Post the pictures on the contest web page
- ⇒ Complete the contest entry form on the ACI website, telling us why you think your school deserves a new set of crossing signs
- ⇒ Download a pledge form to distribute to your students to collect donations from parents, local business owners or other civic groups toward replacing your school's signs (names of donors of \$100 or more will get their names affixed to the signs they make possible)
- ⇒ Look at all the posted pictures and cast your vote for the ugliest
- ⇒ Look for the results and the winners (to be announced July 31, 2014)
- ⇒ Your school could win a set of six new signs free, courtesy of ACI and the other contest sponsors



Politicians are always talking about how children are the future and their education should be our first priority. But as schools continue to struggle for funding, ACI and our contest sponsors want to help them out. Though they want to ensure the safety of their students as they make their way to school, administrators can't always find the money to replace worn, beat up or bulky crossing signs.

You've seen them, 90-year-old volunteer crossing guards struggling with old signs implanted into concrete filled tires or bolted onto heavy wheel rims. And the signs themselves have been banged, bent, scratched, faded, run over and generally abused for years.

We'd like to help replace them with ACI branded rolling signs. 20 schools will win a set of six signs (a \$1,500 value):

- ⇒ 2 School Crossing signs
- ⇒ 2 School Zone 15 mph signs
- ⇒ 2 Stop for Children in Crosswalk signs

In addition, schools can earn one new rolling sign for every \$150 in donations they collect from their pledge forms. Winning schools that have also collected donations for signs can get additional signs with the pledges or use the money toward other school fundraising efforts (at their own discretion).





20 schools with the worst looking crossing signs will win a set of six new signs each

Promotion Proposal

Ugliest School Crossing Sign Contest

ACI Benefits:

- ⇒ \$30,000 in free advertising
- ⇒ \$28,000 in sales (valued at \$21,000)
- ⇒ Statewide recognition as great corporate citizens
- ⇒ Permanent recognition as sponsors on the signs themselves
- ⇒ Gain an invaluable foothold with all the schools in AZ giving administrators another great reason to buy from ACI

Sponsor Benefits:

- ⇒ \$30,000 in free advertising
- ⇒ Statewide recognition as great corporate citizens
- ⇒ Helping to protect school children
- ⇒ Helping cash-strapped schools
- ⇒ Permanent recognition as sponsors on the signs themselves

Possible Corporate Sponsors:

- ⇒ ACI Vendors
- ⇒ ACI Customers, especially labor contract partners like Hickman and Swift
- ⇒ Chambers of Commerce
- ⇒ PTAs
- ⇒ Other vendors to schools, like:
 - ⇒ Blockhouse
 - ⇒ James Edwards
 - ⇒ Bay Products(?)
- ⇒ AZ businesses that work with schools
- ⇒ AZ businesses that work with transportation, i.e., American Traffic Solutions
- ⇒ APS, SRP, Cox, Century Link

Possible Media Sponsors:

- ⇒ Phoenix Business Journal
- ⇒ AZ Republic
- ⇒ Local radio / TV stations
- ⇒ AASBO
- ⇒ Local school trade journals
- ⇒ Local First Arizona

Looking for Sponsors to work with ACI to help Arizona Schools Keep Our Children Safe



Quality Products ↔ Productive Lives